# Analytical Report on Amazon Niche Products: Dog Gates, Dog Doorbells, and Wheeled Furniture Lifters

## Introduction

This report provides an in-depth analysis of three distinct Amazon niches—Dog Gates, Dog Doorbells, and Wheeled Furniture Lifters—based on an array of data points such as monthly sales, revenue, price, seller type, brand, and customer reviews. The insights derived from this analysis aim to inform strategic decisions on whether to acquire existing products or to introduce new products within these niches.

## Data Overview

The datasets contain vital metrics for the top 50 products within each niche. Here are some key observations and a brief overview of the data:

* **Product Information**: Each row contains detailed information about a specific product, including the product name, brand, and price.
* **Sales Data**: There is monthly sales data available, including the number of sales, monthly revenue, and an estimated total sales figure based on a 2% review rate. This suggests that for every 100 products sold, 2 reviews are expected on average.
* **Product Metrics**: The dataset includes metrics such as the number of reviews, a 'Rank' which could indicate a product's rank within its category on a sales platform, and an 'LQS' (Listing Quality Score) which might assess the quality of the product listing.
* **Seller Information**: Information on the seller type (AMZ for Amazon, FBM for Fulfilled by Merchant, FBA for Fulfilled by Amazon) and the number of sellers offering the product.
* **Product Details**: Additional details include the product's category, tier (unclear what this refers to), dimensions, weight, and the ASIN (Amazon Standard Identification Number), which is unique to products sold on Amazon.
* **Date and Accessibility**: The 'Date First Available' column indicates when the product was first listed on the platform, providing insight into the product's market longevity.
* **Links**: Each row contains a link, leading to their respective Amazon listings.

# Niche Analysis

## Dog Gates Niche:

* *Product Composition:* The Dog Gates niche features products with a wide price range (£7.50 to £172.52), indicating a diverse market catering to different customer segments. The average price stands at £32.15, although that appears to be propped up by the one product priced at £172.52, as the median price for this niche is £21.22. Bettacare is the dominant brand in terms of monthly revenue, with 3 of the top 5 products in this metric being their products. The products in this niche have launch dates ranging from 2016-2021, with one exception being the white edition of Bettacare’s 75cm pressure fitted gate saying it launched in 2008. I have verified this data by looking on Amazon, and it is correct and not an error.
* *Market Dynamics:* The presence of multiple seller types, including Amazon (AMZ), Fulfilled by Amazon (FBA), and Fulfilled by Merchant (FBM), suggests a varied environment with various business models in operation.
* *Customer Engagement:* With an average rating of 3.45, the niche shows moderate customer satisfaction. However, there is significant variation in reviews, highlighting opportunities for products that can better meet customer expectations.

## Dog Doorbells Niche:

* *Product Composition:* This niche is characterized by a lower median price (£8.99) compared to Dog Gates and has a smaller range of prices in the niche, ranging from £2.10 to £32.59. This suggests there is less variation in the products within the market of this niche. Zellar and ADOGO are prominent brands, with them leading in terms of monthly revenue. However, their dominance over the market isn’t huge, with the top 5 products in this niche being from 5 different brands, suggesting a much higher level of competition.
* *Market Dynamics:* There is a higher average rating of 4.38, indicating greater customer satisfaction within this niche, and again suggesting a more competitive environment. FBA is by far the prevalent seller type, which may imply a more streamlined supply chain and customer service process.
* *Customer Engagement:* Products in this niche enjoy a relatively high number of reviews, showing that customers are engaged and likely to leave feedback, a positive sign for potential market entrants.

## Wheeled Furniture Lifters Niche:

* *Product Composition:* With prices ranging from £10.72 to £67.93, a higher median price of £25.67 and a mean of £28.79, this niche offers products that have higher value and/or complexity. MouZie and Mega Maxx are the market leaders in terms of revenue.
* *Market Dynamics:* Dominated by FBA sellers, which make up 98% of the market, this niche seems to favor businesses that utilize Amazon's fulfillment services, possibly due to the logistical challenges associated with heavier, bulkier products.
* *Customer Engagement:* The average rating here is relatively low at 3.47/5 suggesting room for improvement and opportunities for new products that can deliver higher customer satisfaction. In fact, none of the top 5 products in this niche have an average rating above 4/5 and only 2 products in the top 10 do.

# Comparative Insights

The three niches exhibit distinct characteristics. Dog Gates represent a market with a wide price range and variation of products, meaning the market could be segmented, with certain brands catering to certain subsets of customers. This could make competing difficult but given the relatively moderate customer satisfaction (3.45/5), there may be potential to capture market share with a superior quality or differentiated product. Dog Doorbells show higher customer satisfaction and engagement, with less variety in seller types and less monopolised in terms of brands dominating. This means the market is mature, defined and competitive, so trying to penetrate the market with a new product could prove challenging. Wheeled Furniture Lifters display the highest revenue potential per product, albeit with the smallest margins, but also the greatest need for improvement in customer satisfaction.

# Strategic Recommendations for each niche:

## Dog Gates Niche:

Given the competitive nature and moderate customer satisfaction, acquiring an existing product with a strong review profile, such as Bettacare’s 75cm pressure fitted gate, could be advantageous. This product appears twice in the top 5 products in this niche in terms of monthly revenue, with black and white versions, and has existed in the market for a long time, proving its longevity and sustained demand. However, it is unlikely Bettacare would be willing to sell their most successful product, so unless we are acquiring Bettacare’s entire brand, we need another option.

Something interesting about this niche is that the average rating for products in this niche priced below the median of £21.22 is only 2.92/5. This means there is an opportunity to launch a new product in this niche at a lower price point and try to compete on quality. In order to do so, we would need to launch a product priced below £20 and success would depend mostly on product quality and customer service

## Dog Doorbells Niche:

The higher ratings and review counts suggest launching a new product could be challenging, as there isn’t much room to innovate and capitalise on customers’ expectations if they are already satisfied by many products already available in the market. Thus, I also think it makes more sense in this niche to acquire an existing product. I think both the Zellar dog puppy doorbells and the ADOGO dog poppy training doorbells make the most sense, as they are established products as the 2 market leaders, strong average ratings and have existed in the market in excess of 7 years. If we were to acquire one or the other, we may be able to innovate and take over the other’s market share. The Zellar ones are slightly newer with a slightly higher average rating, already showing signs of taking over, so I would go for those.

## Wheeled Furniture Lifters Niche:

With the highest revenue potential and need for improved satisfaction given relatively low average ratings in the niche, launching a new, high-quality product that addresses current customer pain points could capture market share. The top 5 products in this niche in terms of monthly revenue all have below a 4 out of 5-star rating, which suggests if we were to launch a new, high-quality, product, the potential returns would be huge. Product quality, ease of use, and robust customer support would be key success factors. The market also has a much lower average product age than the other 2 niches, which suggests a newer, developing market more susceptible to new entrants due to less established brand loyalty or consumer habits.

# Conclusion

Among the three niches analyzed, the **Wheeled Furniture Lifters niche** appears to represent the best opportunity for launching a new product. Despite its challenges, the combination of high revenue potential and lower customer satisfaction indicates a market that is ripe for disruption by a new entrant that can offer superior products.

In order to launch a new product, we would need to do further analysis behind what drives customer satisfaction within this niche, what they look for in products and where the current products on offer are falling short. I think there isn’t much room to compete on price, given this niche has the highest costs and smallest margins among the 3, however there is a lot of room to compete in terms of product quality – if we can produce a high-quality product with good design that customers really value, we should be able to capture market share and generate revenue quickly.